



from left: Roxana Beyranvand, Jill Pardini, Garima Bhatt, Shomari Taylor, Campbell McLean, Mayor Rawlings-Blake, Chris Merriam, Phil Garboden, Amanda Gonzalez, Cristina Duncan Evans, Jason Fair, Daniela Martinez

BALTIMORE CITY MAYORAL FELLOWSHIP

Baltimore Development Corporation

Showcases Baltimore's Past, Present and Future

Last week the Mayoral Fellows got a valuable opportunity to see firsthand the impact economic development has on our city. Thibault Manekin, Seawall Development; Kimberly Clark, Baltimore Development Corporation (BDC); and Colin Tarbert, Deputy Director, Mayor's Office of Economic and Neighborhood Development, were presenters at the weekly speaker series hosted by the BDC. Manekin began by discussing his passion for international human development work. He and a friend founded PeacePlayers International, an organization based on the idea that sports could bring together children from traditionally fractious groups. With start-up funding from friends and family, and an ambitious idea, he and a friend traveled the world bringing sports education to areas of conflict, including South Africa, Northern Ireland, and Eastern Europe.

Manekin's international work is complemented by the work he has done locally as a part of Seawall Development. Manekin stressed the importance of responsible, demand based development over development that he termed "desire based." An example of such demand based development can be found in Seawall's recent and much lauded project, Miller's Court. Miller's Court redeveloped the former Census building on North Howard Street as below-market value housing for teachers. Manekin stressed that the reason why the development was so successful was that Seawall listened to what teachers wanted in their housing – then worked



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Thibault Manekin of Seawall Development; talks about responsible real estate development.



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hard to provide it. Millers Court, on the edges of Charles Village and Remington, has revitalized a formerly unused building, and is supporting city workers and non-profits who build a better future for Baltimore City students.

Millers Court is just one of the development projects that have swept across the city in recent years, and the Baltimore Development Corporation works to facilitate and manage the city's growth. Kimberly Clark, Executive Vice President for the BDC explained the organization's goals and development strategies. Through a combination of tax credits and incentives, the BDC works to attract, retain and expand city businesses, increase employment, and increase the city's tax base. Ultimately, the BDC wants to ensure a healthy economic climate for the city of Baltimore, and to that end, carefully considers whether potential projects will generate long-term improvements in the city. The BDC's major initiatives include the Convention Center Hotel, the Westside Initiative, and Harbor East. Incentives like Payment in Lieu of Taxes (PILOT) and Tax Increment Financing (TIF) are helping to attract development to new waterfront communities like Westport and Harbor East. The BDC however, is not just focusing on developing for retail and residential uses. It is also tackling the huge problem of former industrial sites – notably the Ainsworth Paint plant and the community of Fairfield. Rounding out the morning, Colin Tarbert, a former Mayoral Fellow, and current Deputy Director for the Mayor's Office on Economic and Neighborhood Development, shared some of his reflections on the impact development can have, and his transition to the Mayor's Office. The three perspectives on economic development helped illuminate the power of positive change in our city, and the importance of thoughtful and responsible expansion in improving the lives of all Baltimore residents

Orioles Win!

The Orioles, in the immortal words of H.L. Mencken, stink. The Twins do not. On a



sweltering Friday evening in July, the sportswriters had already penciled in another L for Baltimore's beloved birds and were no doubt daydreaming about Strasburg's boyish charm or A-Rod's 600th homerun. A victory, they thought, was impossible.

But they hadn't checked with the Baltimore City Mayoral Fellows.

Perched above left-field in the Mayoral Box, the Fellows were all the motivation the Orioles needed to send the visiting Minnesotans packing. "I'd like to think that we proved the deciding factor in a close and well-played game," said Fellow Chris Merriman. "The only way to keep this going is for the Mayor to invite us more often."

Being the O's lucky charm was only part of the fun for the Fellows. Garima Bhatt put it elegantly, "It is wonderful for [us] to come

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Mayoral Fellow Profile: Roxana Beyranvand

Hard work and fun are recurring themes for Roxana Beyranvand, who is spending her summer at the Baltimore Office of Promotion and the Arts (BOPA).

Roxana spent the first half of the summer working on Artscape, the largest free arts festival in the country. It was a hectic time to say the least. Now she's shifted her focus to helping BOPA reach out to 18-24 year olds. Attracting this demographic is essential for Baltimore's growth. At that age, young people don't have a lot of local ties and can easily "vote with their feet" – leaving the Baltimore for places like Philadelphia and New York (ed: lame). Sadly, the last year's Citizen Survey reported that this critical demographic was unsatisfied with cultural events in the city – a problem Roxana plans to fix.

"I hope that my feasible recommendation is able to improve this concern. I will be making recommendations for implementing a realistic plan so that BOPA can reach this target market. The main issue is not a matter of whether there is a lack of cultural events instead the challenge is marketing the information to this specific group."

Roxana was born in Washington, DC. Coincidentally, her parents met in Charm City when they both came to the United States for college (Roxana's mother is from Mexico, her father from Iran). Roxana grew up in Montgomery County and then double majored in Spanish and Marketing Communications at the College of Notre Dame of Maryland.

In college, Roxana seems to have embraced the work hard have fun mantra. She served as a Graduate Assistant for Student Life planning. In that position, she got to plan, organize, and host campus events. Roxana seriously enjoys this work, "I really like being creative in thinking of events that the students will not only enjoy but also benefit from." Roxana also played two sports, tennis and soccer, winning championship medals in both. After graduation, Roxana spent two weeks relaxing before deciding to pursue a Masters in Contemporary Communications where she will learn management communication skills in the context of new technologies.

BOPA seems perfect for Roxana: "Everyone in the office has been very educational, helpful, and wonderful. They work hard and have fun too!"



"I really like being creative in thinking of events that the students will not only enjoy but also benefit from."

- Roxana Beyranvand



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together away from the office to really cherish quintessential Baltimore events and experiences. A large part of our devotion to serving the community is derived from our love for Baltimore City and all of its traditions and pastimes. The Orioles' game was such a great way to catch up with the Fellows and really cement the bonds that we have formed this summer."

The Fellows cheered the Orioles while feasting on crab cakes, hotdogs, popcorn, cookies, and deep fried balls of macaroni and cheese ("resplendent!"). The Mayoral Box, for those unfamiliar with the high-life, is air conditioned – a much welcomed amenity considering the temperature.

Fellow Shomari Taylor, sporting a classic 2008 Aubrey Huff jersey, summed up the experience, "Being in such a large enthusiastic crowd on a 100 degree night for a game that had little bearing on the Orioles' season shows how much pride Baltimoreans take in their sports teams,"

If only the Fellows could attend every game like they did in 1983 when the Orioles won the Series...



Baltimore Office of Promotion and the Arts (BOPA)

Did Michael Phelps just win eight gold metals? Is the 2005 Miss USA pageant coming to town? Want to host the country's largest free outdoor arts festival? Are the Ravens Super Bowl champions? Is it America's birthday? If you want to celebrate in Baltimore, you need BOPA.

The Baltimore Office of Promotion and the Arts (BOPA) is responsible for all things artistic and cultural. They organize festivals, parades, concerts and special events. They run art workshops for youth, coordinate murals, organize the City's farmer's markets and manage the Bromo Seltzer Arts Tower, which has been converted into studios.

BOPA is probably best known for Artscape, a free arts festival traditionally held during the hottest week of the year. During Artscape, over 350,000 people attend the festival, which consists of free concerts, artist booths, street performers, and robots. The festival is more than a party – it's a key economic engine for Baltimore. In 2009, Artscape's economic impact was calculated at over \$25 million dollars. This year, Mayoral Fellow Roxana Beyranvand helped coordinate the festival (see her profile in this newsletter).

BOPA's mission is simple: by promoting arts and culture, Baltimore will be a "more vibrant and creative city." As the City increases its cultural amenities, it will be able to keep more people where they belong - in the City, spending money, celebrating Baltimore.



Where are they now? Q & A with a BCMF alum!

Each week we feature a former Mayoral Fellow to learn about their experience in the program and what they've done since completing their Fellowship. This week, we feature Robert Cennname, whose placement in the Department of Finance prepared him to take his current position there as a Principal Analyst.

Why did you choose to participate in the Fellowship?

Before applying to the fellowship I worked for some years with Proctor and Gamble in both their Cincinnati and Hunt Valley sites. Although the work there was interesting and challenging, I wanted to try something new outside of the private sector.

Do you feel you made a difference in Baltimore City?

I really think that my work made a difference to the five to ten families that were able to stay in their homes as a result of my project.

How did the BCMF help shape your life or career trajectory?

The fellowship makes you a more well-rounded thinker. Working in a private company trains you to see a very narrow view, while public service opens your eyes to a greater variety of problems. After the fellowship I applied and was accepted into the UMBC Masters in Public Policy Program.

What was the most important lesson you learned from your experiences as a mayoral fellow?

I learned about the importance of gathering and analyzing data in policy decisions. It's crucial to be rational and build a case on facts. The City's use of CitiStat illustrates this – it allows the data to do the talking.

Do you have any advice for current or future Mayoral Fellows?

Be patient – Fellows have a lot of energy and a huge desire to be a part of meaningful change. There is truth to the stereotype that policy is slow-moving. It's possible to have a huge impact, but you need to understand the process first. People who have stayed on to learn how to navigate the process have done a huge amount of good for the city.

How have you contributed to Baltimore City since your fellowship?

I currently work as the Principal Analyst in the Finance Director's Office.

Do you have a vision for Baltimore City?

Even though I'm not a politician, I realize that bureaucratic processes are political. In the future, I hope we can move beyond this and continue to get the best value and the greatest impact from the dollars that we spend. It's important that we spend our revenue wisely, on useful endeavors that will have a lasting impact on the city.



Robert Cennname
2006 Mayoral Fellow
Department of Finance

Fellowship Project:
Tax Sale Outreach

Degrees/Year Awarded:
M.P.P., 2008

Current Employer/Occupation:
Department of Finance, Principal
Analyst



UPCOMING EVENTS

July 30th, 2010
Happy Birthday Baltimore!

August 4th, 2010
Bicycle Tour of the Bicycle Master Plan

August 6th, 2010
Baltimore City Mayoral Fellowship (Current and Alum) Networking Happy Hour



NEWSLETTER STAFF

Writers: Cristina Duncan Evans & Philip Garboden

Editors: Renee Samuels & Kumasi Vines

Design: Philip Garboden

